New Order

Agency:	Crossroads Media LLC	Station:	WJLA-TV	Flight Start:	05/17/2012
Office:	Alexandria	Order Type:	Normal	Flight End:	05/23/2012
Client:	12 - CrossroadsGPS	Cancel Date:		Hiatus:	
Product:	11 - Crossroads GPS	Billing Cycle:	Monthly		
Piggyback Product:		Billing Calendar:	Broadcast		
Estimate:	546 - GPS VA TV 60S 5.17-5.23.12	Received in ePort:	5/15/2012 9:31:12 AM		
				Airtime Dollars:	$69,200.00
				Interactive Dollars:	$0.00
Primary Demo:	A35+	Local/National:	Local	Non-Airtime Dollars:	$0.00
Demo 2:		Rep Office:	WJLA-TV	Total Dollars:	$69,200.00
Demo 3:		AE:	Barbara Monares	Total Spots:	13
GRP:	42.80	Phone:			
		OrderID:	2128512		
		Status:	New		
CPP:	$1,616.82			MarketShare:	
Comments:	Separation: 30				

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/17	5/18	5/19	5/20	5/21	5/22	5/23	Spots	Rtg	CPP
1	ThFMTuW 6:27P-6:30P ABC7 NWS AT 6	EN	$6,000.00	C	60	1	0	0	0	1	0	1	3	3.10	$1,935.48
	LPMay/2011LP (pav)														
2	ThFMTuW 7P-7:30P WHEEL-FORTNE	PA	$6,000.00	C	60	1	0	0	0	1	0	1	3	4.10	$1,463.41
	LPMay/2011LP (pav)														
3	ThFMTuW 7:30P-8P JEOPARDY	PA	$8,000.00	C	60	0	1	0	0	0	1	0	2	5.20	$1,538.46
	LPMay/2011LP (pav)														
4	ThFMTuW 11P-11:35P ABC7 NWS AT 11	LN	$5,000.00	C	60	0	1	0	0	0	1	0	2	2.70	$1,851.85
	LPMay/2011LP (pav)														
5	ThFMTuW 11:35P-12:05A ABC-NITELINE	LF	$2,400.00	C	60	1	0	0	0	1	0	1	3	1.80	$1,333.33
	LPMay/2011LP (pav)														
	Total Spots:					3	2	0	0	3	2	3	13		
	Total GRP/GIMP(000):					9.0	7.9	0.0	0.0	9.0	7.9	9.0	42.8		

Totals for Entire Flight

New Order (Page 2)

Agency: Crossroads Media LLC	**Station:** WJLA-TV	**Order ID:** 2128512
Client: 12 - CrossroadsGPS	**Product:** 11 - Crossroads GPS	**Estimate:** 546 - GPS VA TV 60S 5.17-5.23.12
Flight Start: 05/17/2012	**Flight End:** 05/23/2012	**Received in ePort:** 5/15/2012 9:31:12 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	5/17	5/18	5/19	5/20	5/21	5/22	5/23	Totals for Entire Flight		
													Spots	Rtg	CPP
	Cash$ - Spots: $69,200.00 - 13		Trade$ - Spots: $0.00 - 0			Total Cost: $69,200.00				Total CPP/CMP: $1,616.82					